



Investigating the Determinants of Elderly Individuals' Consumption Behavior Towards Health Care Products — a Case Study of Matu Town, Maoming City, Guangdong Province

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Abstract: With the aging of the population, the health problems of the elderly are getting increasing attention. According to the data of the seventh census in China, the continuous expansion of the elderly group has stimulated the expansion of the health care consumption market. Before the practice research, this research group summarized some common factors affecting the elderly's consumption of health care products by reading some literature and the collection of relevant materials, mainly including cognitive degree, emotional and psychological factors, age, economic situation, market situation and social policies and other factors. This practice survey found that the cognitive degree and health status of health care products among the elderly are the most important factors affecting their consumption of health care products. At the same time, psychological factors such as loneliness and identity will also affect the elderly's health care awareness and consumption of health care products. External factors such as consumer fraud will also affect the purchase of health care products by the elderly. Therefore, in promoting the consumption of health care products by the elderly, attention should be paid to improving the cognition of the elderly on health care products, pay attention to their health status and mental health, strengthen the supervision of consumer health care products, and prevent consumer fraud and other bad behaviors.

Keywords: the elderly population; health care products; consumption factors

1. Research motivation and background

Since the 21st century, with the continuous development of China's economy, people have also begun to pay attention to their later age life. The state has issued many regulations and policies to protect the basic rights and interests of the elderly, and embarked on the road of actively exploring a healthy society for the elderly. Our country has already entered an aging society. Almost every young family bears the pressure of pension and childcare [1].

"" difference "healthy aging planning" pointed out that the elderly population scale, aging fast, the elderly demand structure is from survival to development, the construction of aging and pension service system of the importance and urgency of increasingly prominent, more arduous task, xi jinping, general secretary of the aging work to make important instructions, stressed: "the implementation of the national strategy of aging population, the positive aging, healthy aging concept into the whole process of economic and social development". The aggravation of China's aging society increases the market share of health care products gradually. In order to ensure that the health care products market can be fair competition, good product quality.

2. Literature review

2.1 Internal factors

As for the research on age, Qu Shaoxu wrote in the consumption stratification or their own factors? Empirical analysis of influencing factors of elderly health care products consumption preference — Evidence from 2786 national questionnaires points out that the consumption preference of the elderly and the total consumption expenditure are not necessarily related, and the older the elderly, the lower the preference for health care products consumption [2].

From the psychological and emotional point of view, the needs and decisions of health care products are very complex and meticulous. Li tao, Xu xiang, Zhang Xuyan in the loneliness and consumption — from the elderly health consumption experience found that the elderly loneliness may have significant positive impact on its health care consumption, feel lonely the elderly people will consciously take various measures to alleviate loneliness, and buy health care products and health care services is one of them. Therefore, we know that the more lonely elderly people will get more opportunities to participate in social communication, which can enhance the emotional connection with others, improve their social interaction level, and

better find emotional sustenance, so as to effectively relieve their loneliness [3].

In addition, from the cognitive degree of the elderly, li-juan zhou, Yu Boyang in the health consumer market measurement factors in the elderly group in the cognition of health care products knowledge is relatively scarce, generally reaction their culture is low, for some drugs and health care products to distinguish standard is not clear, for the composition of these proprietary vocabulary familiarity is numbered [4].

2.2 External factors

The external factors, first need to consider is the influence of social culture, yu-hong wang in the big health health products market development present situation, existing problems and countermeasures, pointed out in the sudden outbreak of COVID-19, make people more aware of the importance of health, realize the importance of improving human immunity, through healthy diet, fitness, take health care products to improve immunity has been deeply rooted in the hearts of the people[5].

Tan Yuhong pointed out in the Research on the Consumption of Health Products for the Elderly in China under the Background of Aging, that social and cultural factors are important factors affecting the purchase of elderly health products, and cultural and social background will affect the elderly's understanding and demand for health. Some cultures believe that health care products can effectively prevent and treat diseases, among which the TCM health care culture is the most basic factor that determines and affects the needs and purchase behavior of health care products of the elderly [6].

Tang Jing and Zhou Yan believe in the Investigation and Analysis of Blind Drug Use and Health Care Products for the Elderly in Urban and Rural Communities that the changes in the social environment will also affect the decision of the elderly to buy health care products. For example, with the intensification of urbanization and the improvement of economic level, the elderly pay more attention to health and are more willing to buy health care products. The investment in urban and rural community medical care also affects the purchase of health care products by the elderly. Due to the influence of economic, geographical, physical and family structure factors, the demand for medical services of the elderly in rural areas is suppressed, and the utilization of medical and health care services is poor.

3. Research objects and methods

This study was conducted in Matou Town, Dianbai District, Maoming City, Guangdong Province. In the process of research, we visited the mayor of Matou Town, the party organization, and took the elderly in the village as the research object, to explore the specific factors affecting the consumption of health care products for the elderly. The field research was carried out by interview and supplemented by observation.

Table 1. A Comprehensive Overview of Interview Categories for Elderly Health Services from a Multifaceted Perspective

Interview Category	Description
Individual Interviews	These interviews involve one-on-one conversations with specific individuals to gather their opinions, experiences, or perspectives.
The Elderly Themselves	Interviews conducted directly with elderly individuals, focusing on their health concerns, medication usage, and access to healthcare services.
Relatives of the Elderly	Interviews with family members or relatives of elderly individuals, exploring their perspectives on elderly care, challenges faced, and support systems available.
Sales Staff at the Pharmacy Store	Interviews with sales personnel at pharmacy stores, discussing their experiences with elderly customers, common medications prescribed, and any challenges or concerns related to medication dispensing.
Rural Health Center Personnel	Interviews with staff members at rural health centers, exploring the availability of healthcare services for the elderly in rural areas, challenges faced, and any strategies or programs implemented to improve healthcare access.

4. The study found that

4.1 Cognitive level and health status

The town has a large population, with a population of 100,000, of which a permanent resident population of more than 50,000. At the same time, the elderly population in the town is also relatively high, more than half of the permanent population. This also means that the population structure of The town is dominated by the elderly, and the elderly group occupies an important proportion in the area.

In the in-depth interview with the mayor, the research group learned the special place of MatTown. Most of the middle-aged and elderly people in the town do not have the tendency to consume health care products, which mainly depends on the

good health condition of the local residents, which is closely related to the local residents' long-term agricultural activities. In terms of family structure, the most typical example of MadTown is for the elderly to live in the town while their children work outside. At the same time, due to the influence of the geographical environment and the local education level, the overall education level of the local residents is weak, especially the elderly population. Education level and vision lead to a low awareness of modern synthetic health care products.

4.2 Psychology — loneliness and identity

Through an in-depth interview with a senior elderly person in the nursing home and the relevant staff, we learned that there is still a great relationship between the elderly people's purchase of health care products and their psychological factors. From the interview with Matai Geriatric Home, the group analyzed that the crucial factor influencing the elderly's consumption of health care products is psychological, which is mostly reflected in the sense of loneliness. Although the staff of the geriatric home are constantly striving to provide good service to the elderly and encouraging them to use health care products to enhance their immunity, which has provided a certain degree of assistance to the elderly in a sense, some cognitive and psychological influencing factors are deeply rooted or difficult to change.

5. Conclusion

This group studied factors affecting elderly health care product purchases in Matou Town. Healthier elders have lower needs, while lack of product knowledge causes skepticism. Loneliness reduces health awareness, while family, especially those with medical backgrounds, influence consumption. Consumer fraud also affects purchase decisions. Educating elders and strengthening market supervision are crucial to enhance trust and protect their rights.

Finally, the team will conduct the following SWOT analysis based on the above survey results and suggestions:

Strengths

- **Increasing Awareness:** Elderly individuals are becoming more aware of healthcare products, and some families actively promote their use.
- **Professional Guidance:** Pharmacy managers possess expert knowledge to advise and educate the elderly on healthcare products.
- **Social Support:** Governments, communities, and volunteer organizations provide significant support and attention to the elderly.

Weaknesses

- **Limited Knowledge:** Some elderly individuals lack knowledge about healthcare products and may have doubts or mistrust towards them.
- **Economic Constraints:** Economic considerations may limit the elderly's willingness to purchase healthcare products.
- **Lack of Education:** Towns often lack health education and promotional activities specifically targeted at the elderly.

Opportunities

- **Learning Platforms:** Establishing elderly universities can provide a venue for learning and enhancing their understanding of healthcare products.
- **Enhanced Regulation:** Governments are strengthening regulations on healthcare product markets, improving trust among residents.
- **Knowledge Dissemination:** Conducting health lectures and distributing educational materials can raise awareness and understanding of healthcare products.

Threats

- **Consumer Fraud:** Elderly individuals are vulnerable to consumer fraud and may be misled by unethical merchants.
- **Psychological Issues:** Some elderly may experience loneliness or helplessness, leading to neglect of health issues and reduced willingness to consume healthcare products.
- **Age-Related Resistance:** The older population may be more resistant to healthcare expenses due to their age and financial situation.

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